

ORDER



KLAS

Orders Order / Rev: 36848
 Alt Order #: 08833334
 Product Desc: AMERICAN CROSSROADS
 Estimate: 690
 Flight Dates: 09/05/12 - 09/14/12
 Original Date / Rev: 08/01/12 / 09/27/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Cross Roads Media
 Buying Contact:
 Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: American Crossroads
 Demographic: A35+
 Product Codes: PO4
 Priority: LV2
 Revenue Codes: AGY, POL, ISS

New Business Thru: 09/12/10
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	63	\$96,000.00	\$81,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	63	\$96,000.00	\$81,600.00	0.00
Totals	63	\$96,000.00	\$81,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share

	Share	Total
KLAS	30%	\$96,000.00

Market	100%	\$320,000.00
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$80,000.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/05/12	09/07/12	137-237a M-F Elec Plyg@M		137-307a	--WTF--	:30	3	\$85.00	LV2	0.00	NM	3	\$255.00
137-307a Elec Play/Nate B (1:37 XM-2:37 XM)															
NATE BERKUS															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 09/03/12		09/09/12		--WTF--		3		\$85.00		0.00					
E 2	8	09/10/12	09/14/12	137-237a M-F Elec Plyg@M		137-207a	MTWTF--	:30	3	\$85.00	LV2	0.00	NM	1	\$85.00
Electric Playground (1:37 XM-2:07 XM)															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	8	09/05/12	09/07/12	630-7p Inside Edition	CM	630-7p	-TWTF--	:30	4	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/03/12	09/09/12	--WTF--		3	\$1,200.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
1		8 09/03/12-09/09/12	630-7p Inside Edition			630-7p									
		See MG 9.6													
4		8 09/03/12-09/09/12	630-7p Inside Edition			630-7p									
		See MG 9.7													
5		8 09/04/12-09/04/12	Tue 10-11p			10-11p									
		See MG 9.8													
		[start date changed]													
6		8 09/05/12-09/05/12	Wed 10-11p			10-11p									
		Credited													
		[\$4200 moved to 36854/8833337]													
7		8 09/06/12-09/06/12	Thu 10-11p			10-11p									
		MG for 9.4 09/06													
		Program moved due special programming / Dem. Convention - bco													
8		8 09/05/12-09/05/12	Wed 10-11p			10-11p									
		MG for 9.5 09/04													
E 10	8	09/10/12	09/14/12	630-7p Inside Edition	CM	630-7p	MTWTF--	:30	4	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/10/12	09/16/12	MTWTF--		4	\$1,200.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
2		8 09/10/12-09/16/12	630-7p Inside Edition			630-7p									
		Credited													
		[\$4200 moved to 36854/8833337]													
E 11	8	09/05/12	09/07/12	8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/03/12	09/09/12	--WTF--		2	\$750.00	0.00							
E 12	8	09/10/12	09/14/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/10/12	09/16/12	MTWTF--		2	\$750.00	0.00							
E 13	8	09/05/12	09/07/12	8 News Now 5-630p M-FCM		5-630p	-TWTF--	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/03/12	09/09/12	--WTF--		2	\$1,300.00	0.00							
E 14	8	09/10/12	09/14/12	8 News Now 5-630p M-FCM		5-630p	MTWTF--	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/10/12	09/16/12	MTWTF--		2	\$1,300.00	0.00							
E 15	8	09/05/12	09/07/12	Price Is Right	CM	10-11a	-TWTF--	:30	1	\$2,500.00	LV1	0.00	NM	2	\$15,170.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/03/12	09/09/12	--WTF--		1	\$2,500.00	0.00							

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E 35	8	09/05/12	09/07/12	7-8p Rotator 7-8p Rotator	CM	7-8p	-TWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 --WTF-- 1 \$1,000.00 0.00															
E 36	8	09/10/12	09/14/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 MTWTF-- 1 \$1,000.00 0.00															
E 37	8	09/05/12	09/07/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	-TWTF--	:30	2	\$350.00	LV1	0.00	NM	2	\$700.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 --WTF-- 2 \$350.00 0.00															
E 38	8	09/05/12	09/07/12	137-237a M-F Elec Plyg 137-307a Nate B	CM	207-307a (2:07 XM-3:07 XM)	--WTF--	:30	1	\$50.00	LV1	0.00	NM	1	\$50.00
ENTERTAINMENT TONIGHT REPEAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12 09/09/12 --WTF-- 1 \$50.00 0.00															
E 39	8	09/10/12	09/14/12	207-237a M-F Ent. Tonig Ent Tonight Repeat	CM	207-237a (2:07 XM-2:37 XM)	MTWTF--	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00
ENTERTAINMENT TONIGHT REPEAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 MTWTF-- 1 \$40.00 0.00															
Totals													63	\$96,000.00	